
MEMORANDUM TO DCCC STAFF

TO: DCCC Staff
FR: Troy Perry
DT: Thursday, November 19th, 2015
RE: Black Lives Matter Movement (Internal Use Only)

Presidential candidates have struggled to respond to tactics of the Black Lives Matter movement. While there has been little engagement with House candidates, candidates and campaign staff should be prepared. ***This document should not be emailed or handed to anyone outside of the building. Please only give campaign staff these best practices in meetings or over the phone.*** Please see below for best practices:

Background

What does BLM want?

- Radical movement to end “anti-black racism”
 - Though police abuses are a central component, the founders view the movement more broadly
- Criminal Justice System reform: sentencing reform, ending prison industrial complex, police reform: referring to hiring, training, and unfair policing tactics.
- An end to police brutality, the killings of unarmed African Americans (the impetus of the movement being the acquittal of George Zimmerman)
 - Collect data on police shootings
 - Demilitarization of the police

Tactics

Meet with Local Activists

If approached by BLM activists, campaign staff should offer to meet with local activists. Invited BLM attendees should be limited. Please aim for personal or small group meetings.

- Listen to their concerns
- Don't offer support for concrete policy positions
- Frontline district staff should meet with activists

Provide a Point Person

Always provide a campaign contact person for BLM activists. It is important to let activists know the campaign wants to engage in an open dialogue.

Be a Partner & Lead From Behind

- BLM needs partners to achieve their agenda and they want to be a part of the conversation.
- However, BLM activists don't want their movement co-opted by the Democrat Party
 - They are leary of politicians who hijack their message to win campaigns.

Message

Do not say “all lives matter” nor mention “black on black crime”

- These are all viewed as red herring attacks
- This response will garner additional media scrutiny and only anger BLM activists
- This is the worst response

What to say to media/activists?

- Many communities in America feel unfairly targeted by police and it’s an issue that requires addressing (Evidenced by the DOJ Ferguson Report)
- Explore reforms to ensure officers are properly trained and don’t infringe on citizens’ rights
 - Hold police accountable to their actions when it’s a clear case of wrongdoing.
- Rebuild the relationship between police and community; ensuring officers are not just in the community when something bad is happening.
- A history of systemic racism continues to confront the daily lives of African Americans
 - The country must look for ways to address this legacy and make sure Africans American feel they are treated with fairness and dignity.

Source: from the guccifer2 website, which some allege is connected to Russian hackers. The authenticity of the document is not known to have been questioned at this time. *Fox News* says that **“Black Lives Matter responded to this by saying that “We are disappointed at the DCCC’s placating response to our demand to value all Black life. Black communities deserve to be heard, not handled. People are dying,” the organization said, in response to the leaked document.”** Part of a report found at this link here. <https://www.manufacturedhomepronews.com/leaked-secret-democratic-memo-on-black-lives-matter-emerges-havent-seen-sh-t-like-this-before>

